



News Release

For immediate release

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Winners Awarded in Truth From Youth Advertising Contest

SALT LAKE CITY, May 17, 2002 – The Utah Department of Health (UDOH) announced the winners of its fifth annual Truth From Youth Anti-tobacco Advertising Contest during an Awards Ceremony Friday, May 17, at The Gateway in Salt Lake City.

Students from Utah 217 schools, clubs and organizations submitted a record 8,000 entries for the Anti-tobacco Advertising Contest. The contest accepts original advertisements from elementary, junior high and high school students in three categories; radio, television and billboard.

Hundreds of Utah students gathered for the announcement of the winners and the Truth From Youth party that followed the Awards Ceremony.

Jill Bridges, a marketing teacher at Northridge High School in Layton, has had students enter the advertising contest since it started five years ago. This year, Bridges said she had nearly 200 students enter the contest. When she began her involvement in the advertising contest, Bridges said she wanted her students to learn about advertising and thought it would be a good way to do it. But as they did research and learned about the youth tobacco problem, she said, “It switched gears and the kids really got involved and got the other kids in the school really excited about it.”

Bridges said she’s loved her involvement in the contest and plans to continue to participate in future years.

Forty volunteer judges for the contest included UDOH employees, local health department staff, members of the Phoenix Alliance anti-tobacco youth group, representatives from radio and

Lena Dibble, Media Coordinator for the UDOH's Tobacco Control and Prevention Program said, "We extend our appreciation to the local health departments, teachers, parents and students who helped with Utah's largest youth tobacco prevention effort. The contest gave youth a chance to think about the negative effects of smoking and express reasons not to use tobacco."

According to the UDOH, about 12 percent of Utah youth in grades 9 to 12 smoke. UDOH representatives hope the efforts of the Truth From Youth Anti-Tobacco Advertising Contest helps to reduce this percentage.

Contest Winners:

Best of contest winners included: Chelsea Tugaw of Mueller Park Junior High in Bountiful, billboard; Brad Baxter of Clearfield High School in Clearfield, TV; Patrick Mayers of Pine View High School in St. George, radio; and Tyler Ratterman and Luke Luna of Murray High School in Murray, radio. The winners received trophies, \$400 and the opportunity to help produce and even star in their own ads, which will begin appearing this summer.

In addition, there were 37 winners in elementary, junior high and high school divisions of radio, TV and billboard categories. They received trophies and \$300, \$200 and \$100 for first, second and third place prizes, respectively. Sixty students received honorable mention certificates. For a complete list of contest winners or other contest information, call (801) 531-0533 or visit www.youthagainsttobacco.com or www.health.utah.gov.

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